

R J Reynolds

Tobacco Company

D. M. [Signature] 1/18/93
T & D. [Signature] 1/19/93
S. R. M. [Signature] 1/1/93
S. A. M. [Signature] 1/20/93

LORI E. MacWILLIAMS
Chain Accounts Manager

SENT VIA ELECTRONIC MAIL

TO: ANN

Please note the following and act accordingly. Please submit 7101 if contracts should be added.

12323 Plaza Drive
Parma, OH 44130
216/676-0067
216/676-1878 (Fax)

January 14, 1993
LEM-030-93

To All Divisions With Truckstops of America

Re: Truckstops of America
CID #1370-00-00
Enhanced Preferred Presence /
Total Category Management
Program Implementation

Managers:

Please be advised that Truckstops of America, a division of BP America, will participate in our Enhanced Preferred Presence/Total Category Management Program under contractual agreements which were negotiated with BP in July, 1992. All locations are authorized to receive immediate placement of the following components:

PCD: Diagram #007; (2, 40-pack trays with lighted sign, commodity #119983). Enhanced lighted sign, commodity #193668 may be installed should space permit.

CCD: PPD components with stabilizer kit should be utilized to create six or eight tray display to house Doral/Magna/Sterling.

Promotional Unit: Diagram #047; (large promotional kit, commodity #123184, 1, 40-pack tray with enhanced lighted sign, commodity #193668).

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Display: Forsyth Modular Floor Display, commodity #246204 (5-shelves, 5-channel strip holders, 1 pack insert, 4 casters). It will be necessary to place one additional pack insert (commodity #217681/4 SKU) as chain has requested we display two shelves packages/3 shelves cartons. Plan-o-gram should be developed based on sales.

NOTE: Reference my letter #507-92 of December 23, 1992 regarding forced distribution of Highway to Truckstops / authorization of MFD.

Signage: Further correspondence will be forthcoming to address locations currently not merchandising package cigarettes via RJR/BP overhead or Truckstops Special Overhead Kit.

Please reference the attached counter plan-o-gram which identifies RJR displays in prime selling areas. Truckstops has communicated the importance of RJR display positioning to all locations. Although this plan-o-gram indicates participation in contractual agreements with the industry, RJR has been positioned as priority.

If you have not already done so, please ensure Highway POS is ordered immediately through your respective sales area office (reference SMI Letter #SM-3-G of January 6, 1993 for commodity numbers).

This program must be implemented as soon as possible in all Truckstops locations currently selling 120/cpw and above. We may possible have situations where several SIS #'s exist within one Truckstops location that maintain 120/cpw and above volume. If this situation exists preferred presence should be implemented in all qualifying SIS #'s.

System III and Forsyth components must be ordered through SMS or pulled from your backroom inventories. If you are unable to obtain components, please contact your sales area office for assistance.

Please ensure SIS is revised to reflect the following plans, effective January 1, 1993:

PREF PR CTR	4K3
EXTRA VALUE	EVD
PREF PRES	ABC
TCM C	Rate: \$63.00

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Please do not hesitate to contact me should you have any questions.
Thank you in advance for your assistance with this program.

Cordially,

Lori E. MacWilliams

LEM/ccs

Attachment (Sent Via Fax)

cc: RSM's (w/o att.)

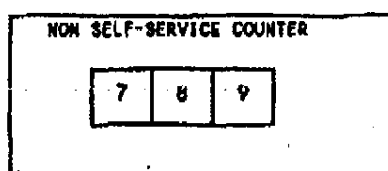
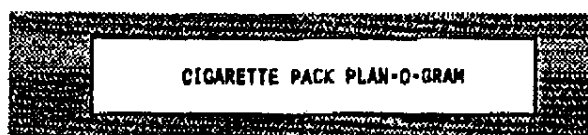
Sales Areas (w/o att.)

R. N. Young/Winston-Salem (w/att. - Sent Via Fax)

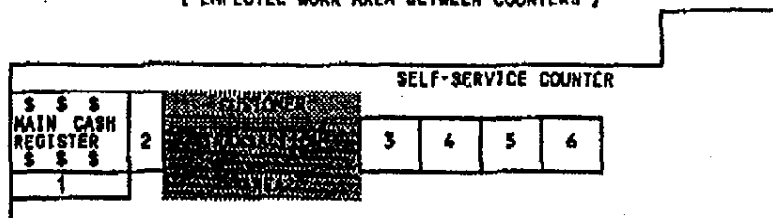
J. M. Piscitelli (w/att. - Sent Via Fax)

M-2

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[EMPLOYEE WORK AREA BETWEEN COUNTERS]



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----- CUSTOMER TRAFFIC ----->

11

FIXTURE #	MFG.	PRICE CATEGORY
1	LORILLARD	FULL PRICE
2	RJ REYNOLDS	FULL PRICE
3	RJ REYNOLDS	FULL PRICE (with promo gifts)
4	LORILLARD	VALUE PRICE
5	BROWN & WILLIAMSON	FULL + VALUE PRICE
6	AMERICAN TOBACCO	FULL + VALUE PRICE
7	RJ REYNOLDS	VALUE PRICE
8	BROWN & WILLIAMSON	VALUE PRICE
9	AMERICAN TOBACCO	FULL + VALUE PRICE
10 (FLOOR)	RJ REYNOLDS	LOW PRICE "HIGHWAY"
11 (FLOOR)	AMERICAN TOBACCO	FULL + VALUE PRICE